

MONTHLY HIGHLIGHTS DECEMBER 1993

INDUSTRY MONTHLY VOLUME

- This month's industry volume of 44.1 billion units was -20.2% lower than December 1992. December 1992 volume was positively impacted by PM and RJR year end trade programs.

PM MONTHLY VOLUME AND SHARE

- PM's volume this month of 20.5 billion units was -1.9 billion unit or -16.3% lower than December 1992 and -8.4% below forecast. December 1993 volume did not benefit from any trade programs.
- PM's share this month of 46.6 was up +2.18 points vs. December 1992. PM's December Premium share was 54.4 up +2.39 points versus December 1992. PM's December Discount share was 31.25 up +5.5 points versus December 1992.

YEARLY HIGHLIGHTS 1993

INDUSTRY YEARLY VOLUME

- 1993 industry volume of 461.6 billion was -45.4 billion units or -9.0% lower than 1992.
- All industry competitors shipped less volume in 1993 versus 1992. RJR was the only competitor to ship closer to 1992 volume figures than PM, off -3.6% versus 1992.

PM YEARLY VOLUME AND SHARE

- PM's 1993 yearly volume of 194.7 billion units was -19.6 billion units or -9.1% lower (-8.8% calendar adjusted) than 1992.
- PM's 1993 share of 42.2 down -0.1 points versus 1992. PM's Premium share was 49.6 up +0.8 points versus 1992. PM's Discount share was 29.4, up +2.2 points versus 1992.

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